

Discussion Guide for February 25th Meeting

SaMS Education and Outreach Workgroup

This document is intended to help members follow along on the content that will be discussed during Agenda Item No. IV (Discussion: Workgroup's Products / Recommendations). Our focus of this fourth and final meeting is to wrap-up our discussions on action items identified at our [previous meeting in August 2019](#) and finalize recommendations this workgroup desires to put forth for inclusion in the SaMS document.

We will discuss each proposed recommendation and confirm (through polling, [like at the 3rd SAC meeting](#)) it is supported by the workgroup for inclusion into the SaMS document. During these discussions, we will also identify if there are any additional future recommendations the workgroup wants to consider. Lastly, we will also discuss how each recommendation should be presented in the SaMS document. To kick-off that last part of the discussion, suggestions have been provided for each item.

See the overview document for hyperlinks to the documents identified in each section below.

Agenda Item No. IV; Discussion: Workgroup's Products / Recommendations

A. SaMS Baseline Awareness Survey Results

1. How should this information be presented in the SaMS document?
 - a. Report is proposed to be an appendix as a resource. Provide a link to the Excel document (due to size of file).
 - b. Propose along with the results, conclusions from those results are drawn and recommendations for future efforts made based upon those conclusions.
 - i. Should any conclusions be drawn and summarized in the document?
 - ii. If so, what are the conclusions to be highlighted?
 - c. Should organizations be encouraged to use the survey results to help target their outreach efforts?
 - d. Would conducting the survey in subsequent years be helpful? Include as a recommendation?

B. Pilot Outreach Campaign: Results and Framework

1. Proposed to provide pilot campaign framework and summary of outcomes in the SaMS document as a resource/example to help future efforts by others looking to develop an outreach campaign.

2. Propose along with the results, of both the message testing and listening session, conclusions from those results are drawn and recommendations be made based upon those conclusions.
 - a. Should all of the recommendations in the document be adopted?
 - b. If so, are there any future actions that need to be considered, or can they be general recommendations?
 - c. If not, are there any recommendations that should be maintained?

C. Guide for Developing Education and Outreach Materials

1. Does the workgroup agree with the 5 principles identified?
2. Proposed to be provided in the SaMS document as a guide for developing education and outreach materials that are consistent with SaMS. Also, identify that those are the criteria for consideration in determining SaMS logo use eligibility.

D. SaMS Messages

1. Messages:
 - a. Tagline: Winter Salt Smart
 - b. Hashtags: #WinterSaltSmart
 - i. #LearnAboutSalt: Proposed to be removed due to poor performance during piloting
 - c. Teaser language: Proposed to be removed due to poor performance during piloting
 - i. Learn more about salt use in Northern Virginia at: [web link]
 - ii. Want to learn how we're doing this in Northern Virginia? Click here: [web link]
 - iii. The pluses and minuses of salt use in Northern Virginia at: [web link]
 - d. Awareness Messages:
 - i. Infographic of pros and cons of winter salt use
 - ii. 1-page flyer on pros and cons of winter salt use
2. Approved by workgroup during 3rd meeting (held on August 29th, 2019). Further revisions to text are not proposed.
3. Propose to include (w/ exception of #LearnAboutSalt and teaser language) as a resource for those wanting to message in line with SaMS.

E. Mascots / Outreach Ads / Coloring Sheet

1. No new materials, from those shown at the 3rd meeting, were developed despite conversations with interested members. Therefore, the proposal is to not include this information due to concerns voiced previously. Additionally, it was agreed that a mascot would dilute the SaMS logo brand, so no plan was pursued to identify a mascot.
 - a. A couple of members (Fairfax Water and Fairfax County) shared the relevant materials/images their organizations are either using or plan to use. Please seek out those representatives if you would like to learn about their efforts.
2. Is there support to recommend the development of a mascot for school materials in the future?
3. Is there any desire for other future recommendations on this topic?

F. Best Practices for Residents: Infographic

1. The Non-Traditional BMP Workgroup (NTBMP) developed and approved content of best practices recommendations for residents. The outreach resource includes a pamphlet that can be printed and distributed and material for populating future webpages. To support outreach through social media, they approved DEQ proceeding with development of an infographic. However, as their effort has concluded, they requested the developed infographic presented to the Education and Outreach Workgroup for approval.
2. Is there any discussion on the drafted infographic?
3. If approved by Education and Outreach Workgroup, the infographic is proposed to be included in the SaMS document as an outreach resource suitable for distribution via social media; directed towards residents on best practices they can implement.

G. SaMS Logo Use Policy

1. SaMS Logo Use Guidelines and Logo User Guide
 - a. Proposed to be provided in the SaMS document to outline the parameters to be followed when using the SaMS logo to preserve its integrity.
 - b. The guidelines proposes oversight by a “SaMS Communications Committee or individual member organizations of SaMS”.
 - i. Is there support for this approach?
 - ii. If so, should we start forming that body over the next year?

H. Funding Opportunities

1. Identifying potential funding opportunities is an important resource for the SaMS document. Information in the documents “Funding Opportunities Identified” and “Presentation: Item 5. Research Funding Opportunities” is proposed to be included and presented in the SaMS document as a resource.
2. Is there any discussion on this topic?

I. Recommendations for Future Action and/or Consideration:

1. Comments have been received that educating school age children is an important avenue to pursue in the education and outreach effort. Due to time constraints in developing SaMS, we have not been able to put effort towards that. Therefore, the proposal is to have as a future recommendation, that educational materials and/or program be developed for grades K-12.
 - a. Is there any discussion on this topic?
2. Are there any other future recommendations to consider?